

**Meeting Minutes for  
October 1, 2001  
ZEV Outreach Stakeholders Meeting**

- I. [Attendees](#)
- II. **Update on Outreach and Market Research Efforts**

Southern California Edison

- ? Developing curriculum for Magnet High Schools, driver's education classes in the 11<sup>th</sup> and 12<sup>th</sup> grades.
- ? Starting in November 2001, they will be teaching about electric technology at 15 schools. They will get back to the group about sharing the curriculum, a lot of it is coming from Georgia Power
- ? Working with the National Parks department – they are interested in placing EVs Yosemite, Channel Islands, and 29 Palms.
- ? Involved with Ride Share programs.

South Coast Air Quality Management District

- ? Working with Cal State Los Angeles to promote the Sun Race Program
- ? Outreaching to local high schools
- ? Labeling program under way – [www.CleanAirChoices.org](http://www.CleanAirChoices.org)
- ? Links to incentives that will be improved and links to local dealerships
- ? EV Loan program is active
- ? EV Rentals program supported

Air Resources Board

- ? Presented 3<sup>rd</sup> Quarter Outreach Report. [\(Word\)](#) or [\(Acrobat\)](#)
- ? Working with EV Rentals on ARB/CalEPA campaign to encourage state employees to use EV Rental Cars. Suggestion was made to work with office of the Legislature travel department as they do a lot of traveling – suggest they use EV Rentals.
- ? Gave update on focus groups that the ARB and CEC attended with emphasis on effectiveness of different web sites and consumer attitudes towards vehicles and the environment. A report is available regarding these focus groups [\(Word\)](#) or [\(Acrobat\)](#)
- ? Ordering new ZEV promotional products and banner
- ? Updating ARB fact sheets
- ? Development of ZEV brochure to keep in vehicles and hand out to interested parties.
- ? Putting together outreach package for Cal EPA employees.
- ? EPRI Hybrid Electric Vehicle study
  - ? EPRI has released their [Hybrid Electric Vehicle Study](#). The link to download the report is available on the ZEV Outreach Stakeholder web site.
  - ? Chapter 5 contains market research work.

- ? Phase II of the EPRI HEV project will focus on demonstration of the technology and other categories of vehicles.
- ? Renault Kangoo (a plug-in HEV) will be announced at EVS-18 for the European market.

#### Cal ETC

- ? Dave Modisette gave an overview of the EV Consumer Awareness Campaign ([Word](#)) or ([Acrobat](#)). A copy of this report (without the appendices) can be found on ZEV Outreach Stakeholder web site. If you would like a copy of the appendices, contact Lisa Kasper at (916) 327-2932.

#### EVAA

- ? Ryan Fitzgerald discussed EVAA's plans for an EV Road Show. EVAA will provide more details as they become available.

### **III. Draft Mission and Goals**

- ? Some revisions were discussed for the proposed ZEV Outreach Stakeholder Group Mission and Goals. A revised copy of this document has been added to the web site.
- ? This document raised a lot of discussion on what this group will include in its outreach efforts. Just pure ZEVs or the top 2% requirement or the entire family of clean, advanced-technology vehicles. There was a fair amount of support for concentrating on the EV market – i.e. meeting the 2 percent requirement. The ARB would like to have a broader focus than this and include the entire family of clean, advanced-technology vehicles into the outreach efforts, including three wheeled zero emission motorcycles. Of course, the ARB recognizes that special attention and education need to be provided for electric vehicles.

### **IV. Future Outreach**

- ? There was a discussion on what other methods we plan to use besides the web to reach consumers.
- ? There was a discussion on how effective the ARB's SMOG Label is. Perhaps we'd want to look into changes to the sticker or developing better consumer information about the sticker.
- ? The group expressed the need for a rating system and environmental information included on general information sites like Edmonds. Note that the Department of Energy, Green Vehicle Marketing Alliance is also pursuing this idea.
- ? There was a discussion on how our materials should also emphasize the non-environmental benefits of advanced technology vehicles – like maintenance costs, convenience (not going to gas stations or not going as often), performance.

- ? We all recognized the need to update fact sheets, brochures and to develop an overall outreach package.

#### **V. Proceeding with the Stakeholder Group outreach efforts**

- ? It was suggested that we identify strategies the group would like to pursue. We would then:
  - ? Prioritize and fine tune strategies
  - ? Propose strategies to ARB management
  - ? Proceed with implementation

#### **VI. Strategies identified by the Stakeholder Group**

- ? EV Road Show
- ? Home EV demo program
- ? Energy impact education such as where California gets it's Energy?
- ? Media Campaign
  - ? Counter negative process
  - ? Communications Strategy
  - ? Jerry Martin (ARB, PIO) and Steve Douglas (AAMA) should get together to discuss this.
- ? Make use of air district funding to develop coordinated statewide outreach messages and materials.
- ? Address environmental justice issues by reaching out to communities.

#### **VII. Next Steps**

- ? Identify more strategies the group would like to pursue.
- ? Prioritize strategies
- ? Develop updated fact sheets and outreach materials
- ? Meet in November and December 10, 2001 in Sacramento.